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NEWS RELEASE

AHAM

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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MAJOR HOUSEHOLD APPLIANCE INDUSTRY ANNOUNCES

RECORD MONTH, QUARTER AND FIRST-HALF

CHICAGO -- More than 3.8 million major appliances were shipped in June ... 10.6 million in the second quarter ... and 20.3 million in the first half of 1984 ... establishing three new industry records, reports the Association of Home Appliance Manufacturers (AHAM).

"When monthly shipments peaked in June for a new record month, they pulled the 'quarter' and 'year-to-date' figures to new record high's as well," explained AHAM President Robert Holding.

June marked the sixth consecutive month of 3-million-plus units -- an industry first. Total June shipments were 32.6% ahead of June 1983.

"If market demand for appliances equals last year's second-half, 1984 will surpass the previous best appliance year by 1.5 million units." Total year-to-date shipments are 32.4% ahead of the first six months of 1983 and 8.5% ahead of the same period in 1973, the industry's record year.

Fueling this market momentum is a huge backlog of pent-up replacement demand. Approximately 288 million major appliances will need to be purchased in the next few years to replace those bought 10 to 20 years ago.

Shipment gains for room air conditioners, microwave ovens and dehumidifiers in June and the first-half were particularly impressive.

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* Monthly totals for:
  -- room air conditioners - 647,900 units (up 144.9%),
  -- dehumidifiers - 116,900 units (up 84.4%),
  -- microwave ovens - 725,700 units (up 68.3%).
* Year-to-date totals for:
  -- room air conditioners - 2.6 million units (up 95.1%),
  -- microwave ovens - 3.9 million units (up 73.7%),
  -- dehumidifiers - 471,400 units (up 38.6%).

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Editor's Note: Shipments are booming for ...

... MICROWAVE OVENS because ...

* *They provide the cooking speed and flexibility today's consumers need. Only 15% of adults live in "traditional family" households, composed of a husband, full-time homemaker/wife and children.*
  -- *In households where there are children, over 57% of the women work outside the home. That translates into 6.5 million children with working mothers.*
  -- *People are remaining single longer. Among 30- to 34-year-olds in 1982, almost 12% of women and 17% of men had never married. In 1970, the figures were 6% and 9%, respectively.*
  -- *With medical advances, more people are living longer. Seniors 65 or older accounted for 11.3% of the 1980 population, or*

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
June, 1984

	June 1984	June 1983	% Change	Calendar Year to Date 1984	1983	% Change	Calendar Quarter 1984	1983	% Change
ALL MAJOR APPLIANCES**	3,836.1	2,892.8*	+32.6%	20,354.8	15,376.2*	+32.4%	10,668.3	8,292.5*	+28.6%
ROOM AIR CONDITIONERS	647.9	264.6	+144.9	2,628.5	1,347.3	+95.1	1,694.6	823.4	+105.8
DEHUMIDIFIERS	116.9	63.4*	+84.4	471.4	340.2*	+38.6	300.8	206.8*	+45.5
DISHWASHERS - TOTAL	286.1	276.5	+ 3.5	1,647.9	1,408.3	+17.0	839.7	749.9	+12.0
Built-In	268.4	254.6	+ 5.4	1,527.8	1,283.8	+19.0	784.6	685.0	+14.5
Portable	17.7	21.9	-19.2	120.1	124.5	- 3.5	55.1	64.9	-15.1
DISPOSERS	327.8	292.9*	+11.9	2,051.2	1,711.3*	+19.9	955.8	846.4*	+12.9
COMPACTORS	16.0	14.5*	+10.3	88.0	71.1*	+23.8	46.8	40.0*	+17.0
REFRIGERATION - TOTAL	767.8	656.8*	+16.9	3,741.7	3,122.5*	+19.8	2,026.0	1,706.5*	+18.7
Refrigerators	641.4	520.2*	+23.3	3,129.0	2,449.6*	+27.7	1,699.8	1,345.7*	+26.3
Freezers - Total	126.4	136.5	- 7.4	612.8	672.9	- 8.9	326.2	360.8*	- 9.6
Upright	62.0	57.5	+ 7.8	291.9	295.5	- 1.2	155.7	152.6*	+ 2.0
Chest	64.4	79.0	-18.5	320.9	377.4	-15.0	170.5	208.2*	-18.1
ELECTRIC RANGES - TOTAL	265.0	247.8*	+ 6.9	1,521.0	1,306.3*	+16.4	764.5	700.1*	+ 9.2
Free Standing	216.2	195.4*	+10.6	1,221.7	1,042.5*	+17.2	619.6	561.3*	+10.4
Built-In	48.8	52.4*	- 6.9	299.4	263.7*	+13.5	144.9	138.9*	+ 4.3
MICROWAVE OVENS/RANGES***	725.7	431.3	+68.3	3,965.1	2,282.3	+73.7	2,055.7	1,321.9*	+55.5
HOME LAUNDRY - TOTAL	701.9	663.3	+ 5.8	4,351.8	3,880.3	+12.2	2,040.9	1,949.5*	+ 4.7
Washers - Total	428.5	399.1	+ 7.4	2,554.6	2,304.3	+10.9	1,228.4	1,167.5	+ 5.2
Automatic	428.5	393.5	+ 8.9	2,554.6	2,269.1	+12.6	1,228.4	1,150.3	+ 6.8
Wringer & Others	#	5.6	#	#	35.2	#	#	17.2	#
Dryers - Total	273.5	264.2	+ 3.5	1,797.3	1,576.0	+14.0	812.5	782.0*	+ 3.9
Electric	217.6	211.8	+ 2.7	1,434.1	1,256.5	+14.1	649.4	626.6*	+ 3.6
Gas	55.9	52.4	+ 6.7	363.1	319.4	+13.7	163.1	155.4	+ 5.0

* Revised
** Numbers do not add because of overlapping product categories
*** Includes U.S. produced and imported microwave ovens and combination microwave oven/ranges
\# Series discontinued